



Frequently Asked Questions

1. What is the West Hollywood Community Study?

The West Hollywood Community Study will help the City identify the community and social services needs of residents, and help determine funding priorities for the City's social services contracts.

The City will be collecting demographic information and feedback from community members about their use of and experience with social services in West Hollywood. Information will be collected through a statistically valid mail survey, community-wide survey, pop-up workshops, focus groups, interviews, and a concluding community meeting. Public participation is fundamental to achieving the goals of the Community Study. We invite the community to share their thoughts about the future of social services in West Hollywood through one of the Community Study activities. The Community Study process began in January and will conclude in the spring.

2. What is WeHo Cares?

WeHo Cares is a full range of social services, transit options, and educational programming designed to support and serve West Hollywood community members. WeHo Cares is the continued fulfillment of the City's dedication to the core value of respect and support for people. We know you care, too, and that is why we value your feedback as part of this community process.

3. How can I participate in the Community Study?

There are several ways you can participate:

- **Complete the mailed survey: Watch for a blue envelope in your mail containing the survey and return it by March 1st.** A random sampling of households will have an opportunity to fill out the survey and return it via the provided return envelope. Postage for completed surveys is paid for; you **do not** need to affix a stamp to the survey return envelope. All survey responses will be kept confidential.

Hard copies in English and Russian will be mailed. Spanish hard copies are available upon request (see contact information below). Households that receive the mailed survey will also have the option of completing the survey online.

- **Complete the community-wide survey and return it by March 18th.** Community-wide surveys are available in many locations around the City, can be requested by calling or e-mailing as indicated below, and can be accessed online. Responses to the statistically valid random sample surveys will be analyzed separately from the responses to the community-wide survey, but all responses will be summarized and included in the final report.
- **Participate in a focus group** to discuss social services priorities with a small group of community members. E-mail or call the contact below to sign up for a group.
- **Stop by one of the pop-up workshops.** Seven of these workshops have already been conducted at well-known locations around town. At the pop up workshop, you can participate in activities for all ages, and share your opinions about social services in West Hollywood. If you need ASL interpretation, please notify us 72 hours in advance of the particular pop-up workshop you plan to attend. Please join us at the following locations:
 - Thurs., March 7 – 2:30-6pm – West Hollywood Library, 625 N. San Vicente Blvd.
 - Sat., March 9 – 11am-12:30pm – The SUNSET, 8580 Sunset Blvd.
 - Sat., March 9 – 1-2:30pm – City parking lot at Sunset and N. Sherbourne
 - Mon., March 11 – 11am-1pm – Plummer Park Community Center, Rooms 5 & 6
- **Join us for the community meeting.** The community meeting will be held on Thursday, March 14, 2013, from 6:30-8:30pm at Plummer Park in Rooms 5 and 6. ASL and Russian-language interpretation will be available.

4. How will the information from the Community Study be used?

The Community Study will provide information about who lives in West Hollywood and which social services are most vital to the community's needs. Service providers will be able to reference the demographic and community feedback cited in the Community Study when applying for grants. The Community Study report will be a public document posted to the City's website. If you would like to receive a summary of the report, please request one at the contacts below.

5. How is the survey statistically valid?

The City will mail the survey to approximately every fourth household (5,500 households or 24% of total population according to the 2010 Census) and can reasonably expect to receive at least 600 completed surveys in return. That response rate supports a margin of error of about 4% and a 95% confidence level, meaning that the City can be 95% sure that the results do not vary from what is reported by 4%. With that return rate, the survey results will be statistically representative of the West Hollywood community.

6. How were the survey questions developed?

The City has conducted similar studies since 1998. Keeping questions consistent from

study-to-study allows for comparisons to previous results, showing important trends. Many questions are also framed in the same way that census questions are, for ease in comparison across decades.

Community members who want to express opinions which may not be covered by survey questions can do so on the survey form itself—there are many “open-ended” opportunities. The focus groups, pop-up workshops, and the community meeting are also opportunities for people to discuss issues and share their views.

7. Has West Hollywood done a Community Study like this in the past?

Yes. The last West Hollywood Community Study was conducted in 2006, and is available on the City’s website at www.weho.org

If you have further questions, comments, or would like to participate in Community Study activities, please call **(323) 848-6510** (or 323-848-6326 for a Russian-speaking staff member) or e-mail communitystudy@weho.org.

Visit www.weho.org/communitystudy for up-to-date project information and details about upcoming events.